



## DETAILS

- To enter, upload a video telling us why you should win the Ultimate Disney proposal. The video should be no longer than 60 seconds.
- One lucky winner will be selected to win a Disney Fairytale proposal package including the help of an engagement planner to create and execute a custom surprise proposal!
- UGC will live in the Applause app with links to all sponsored posts and partner links
- Sponsored by Disney Fairy Weddings and DI Media Marketing

## TARGET AUDIENCE

- Guests looking to propose to their significant other
- Guests who are married but are looking to re-propose

## TIMING

- Launch: 2/9 | End: 2/29
- Prize Fulfillment: TBD by Proposals team

## PRIZING

- One winner will be selected to win the Ultimate Disney Proposal at Walt Disney World or Disneyland including a 5-day, 4-night stay at a Resort and Park Hopper passes.

## APPLAUSE LIFETIME



- 86.8K+ downloads (iOS and android devices)
- 32M+ 2015 Reach
- 14K+ Peak DAU
- 19 Contests Launched

## SUPPORT PLAN

- **Homepage Hero Placement**
  - Hero Placement
  - "More on Disney" Stream Placement
- **Editorial**
  - Oh My Disney Article(s)
  - Disney Style Article(s)
  - Disney Facebook, Twitter
  - Oh My Disney Facebook, Twitter
  - Disney Style Facebook, Twitter
  - Parks Synergy Facebook & Twitter pages (TBD based on Parks)
  - Additional Synergy Opportunities
- **Email Campaigns**
  - Launch Email
  - Oh My Disney Newsletter Placement
- **2 Applause Push Notifications**

\*Source: Omniture, December; Disney CRM; Facebook

## SAMPLE SUPPORT

